

CLAIMS

What is claimed is:

1. A method comprising:
requesting information content from a content provider;
receiving a response from said content provider including a request for registration information including one or more personality characteristics;
identifying a personality profile to portray a desired persona to the content provider based at least in part upon said one or more personality characteristics; and
transmitting the personality profile to the content provider to facilitate access of said information content.
2. The method of claim 1, wherein said identifying a personality profile comprises dynamically generating the personality profile.
3. The method of claim 2, wherein the personality profile is dynamically generated based at least in part upon the information content offered by the content provider.
4. The method of claim 2, wherein the personality profile is dynamically generated based at least in part upon said one or more personality characteristics.
5. The method of claim 2, wherein the personality profile is dynamically generated by a service provider on behalf of a client.

6. The method of claim 5, wherein the personality profile is transmitted to the content provider by the service provider on behalf of the client.
7. The method of claim 1, wherein the personality profile is transmitted to the content provider by the client.
8. The method of claim 1, wherein the personality profile is selectively identified by a service provider on behalf of said client from one or more previously generated personality profiles.
9. The method of claim 1, wherein said requesting information content from a content provider comprises requesting to initiate an e-commerce transaction with the content provider.
10. In a computer system, a method comprising:
- requesting information content from a content provider on behalf of a client;
 - receiving a response from the content provider including a request for registration information including one or more personality characteristics of a user associated with the client;
 - identifying a personality profile based at least in part upon said one or more requested personality characteristics; and
 - transmitting the personality profile to the content provider on behalf of the client to facilitate access to the information content by the client.

11. The method of claim 10, wherein said identifying a personality profile comprises dynamically generating the personality profile based at least in part upon data supplied to the computer system by the client.

12. The method of claim 11, wherein the personality profile comprises a content-specific personality profile that is generated based at least in part upon the information content offered by the content provider.

13. The method of claim 10, wherein said identifying a personality profile comprises dynamically generating the personality profile based at least in part upon a previous communication between the content provider and the computer system.

14. The method of claim 10, wherein said identifying a personality profile comprises receiving an indication from the client identifying one of a plurality of previously generated personality profiles to be transmitted to the content provider.

15. A method comprising:

requesting to participate in a transaction with a service provider;

receiving a response from said service provider including a request for registration information including one or more personality characteristics;

identifying a personality profile to portray a desired persona to the service provider based at least in part upon said one or more requested personality characteristics; and

transmitting the personality profile to the service provider to facilitate said transaction.

16. The method of claim 15, wherein the transaction comprises an e-commerce transaction.

17. The method of claim 15, wherein the transaction comprises a chat session.

18. The method of claim 17, wherein the chat session is hosted by said service provider.

19. The method of claim 17, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

20. The method of claim 15, wherein identifying comprises dynamically generating said personality profile.

21. The method of claim 20, wherein said personality profile is dynamically generated by the service provider on behalf of a client portrayed by the persona.

22. A method comprising:
establishing a communication session with a service provider;
dynamically generating a personality profile based at least in part upon one or more personality characteristics to selectively represent a desired persona to the service provider; and
submitting the personality profile to the service provider for use in presenting a user to the service provider as having the persona.

23. The method of claim 22, wherein the service provider hosts an on-line chat session.

24. The method of claim 22, wherein the service provider forwards said personality profile to a third party host of an on-line chat session.

25. The method of claim 22, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

26. The method of claim 22, further comprising retrieving at least a subset of said one or more personality characteristics from a database.

27. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to request information content from a content provider, receive a response from the content provider including a request for registration information including one or more personality characteristics of a user, identify a personality profile based at least in part upon said one or more personality characteristics, and transmit the personality profile to the content provider to facilitate access to the information content by the user; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

28. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to request information content further causes the apparatus to initiate an e-commerce transaction with the content provider.

29. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile include comprises instructions to cause the apparatus to:

request the personality profile, including at least a subset of said one or more personality characteristics, from a service provider to submit to said content provider; and

receive the personality profile from the service provider.

30. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile includes instructions to dynamically generate the personality profile.

31. The apparatus of claim 30, wherein said plurality of instructions, which when executed cause the apparatus to dynamically generate the personality profile, further include instructions to dynamically generate a content-specific personality profile based at least in part upon the information content offered by the content provider.

32. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to dynamically generate the personality profile based at least in part upon data supplied to the apparatus by a client.

33. The apparatus of claim 32, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to receive an indication from the client identifying one of a plurality of previously generated personality profiles to be transmitted to the content provider.

34. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to dynamically generate the personality profile based at least in part upon a previous communication between the content provider and the apparatus.

35. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to request to participate in a transaction with a service provider, receive a response from said service provider including a request for registration information including one or more personality characteristics, dynamically generate a personality profile based at least in part upon said one or more requested personality characteristics, and transmit the personality profile to the service provider to facilitate said transaction; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

36. The apparatus of claim 35, wherein the transaction comprises an e-commerce transaction.

37. The apparatus of claim 35, wherein the transaction comprises an on-line chat session.

38. The apparatus of claim 37, wherein the chat session is hosted by said service provider.

39. The apparatus of claim 37, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

40. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to dynamically generate a personality profile based at least in part upon one or more personality characteristics, and submit the personality profile to a service provider for use in association with an on-line chat session.

41. The apparatus of claim 40, wherein the service provider hosts the on-line chat session.

42. The apparatus of claim 40, wherein the service provider forwards said personality profile to a third party host of the on-line chat session.

43. The apparatus of claim 40, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

